



VALAHIA  
DISTRIBUTION



HEIDI

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*Welcome to the chocolate side of life*

[www.valahiadistribution.ie](http://www.valahiadistribution.ie)



HEIDI

HEIDI

## What makes Heidi unique?

THERE IS ONE FOR EVERY OCCASSION

HEIDI is dedicated to all chocolate lovers around the world. We understand the complex needs and desires of our consumers and create special products to meet them all.

*For Me*



Every consumer is unique and we celebrate this by creating the perfect chocolate for each! HEIDI has an extensive and ever growing range of products, with surprising combinations of ingredients.

*For You*



Beautifully crafted HEIDI pralines come in premium packaging and make the perfect gift for every occasion. Hand-painted figurines and thematically packaged pralines give seasonal excitement to the holidays.

*For Us*



Sharing is caring and HEIDI loves bringing people together to experience special moments and discover new tastes. All our pralines and tablets are great for sharing. In the end, HEIDI offers pieces of bliss, worth sharing with the loved ones.

## Florentine

LAYER OF CARAMELIZED ALMOND FLAKES  
SMOOTH AND CRUNCHY IN ONE BITE  
APPEALING GOLDEN LOOK



*What makes Heidi unique?*

### FLORENTINE SPECIALTY

Florentine is said to have been invented at the French court in the 17th century, in honor of Florentine Queen Catherine de Medici and this special this product is commonly associated with boutique specialty stores. Our passionate chocolatiers have mastered the art of making this delicacy possible in high volume production, while staying true to the original recipe. HEIDI combines Florentine with the most exquisite milk, dark and white chocolate, resulting in one of our most loved products.

## Grand'Or

SELECTED CARAMELIZED WHOLE NUTS  
THIN LAYER OF FINE CHOCOLATE  
IRRISISTIBLE GOLDEN CRUNCH



*What makes Heidi unique?*

### WHOLE CARAMELIZED NUTS

By caramelizing whole nuts, HEIDI offers the golden crunch experience in a chocolate. Senses are uniquely treated with beautiful and tasty whole almonds, hazelnuts, pistachio and walnuts which are carefully selected, then perfectly roasted and hand-caramelized. After the artistry process, the golden nuts meet the finest chocolate and the result is a distinctive product with an irresistible crunch. The ultimate expression of our love for nuts is HEIDI Grand'Or, a variety of tablets delivering a memorable chocolate experience.

## Dark

SURPRISING DARK COMBINATIONS  
WIDE VARIETY FOR EVERY TASTE  
SELECTED FRUITS, SPICES AND NUTS



## Dark

MORE COCOA, LESS SUGAR, FULL TASTE  
NATURALLY INTENSE AND VELVETY CHOCOLATE  
SUPERFRUITS – RICH SOURCE OF MINERALS AND VITAMINS



## Creamy

INDULGING CREAMY RECIPES  
ALL-TIME FAVOURITE FLAVOURS



# What makes Heidi unique?

THIN & SMOOTH DARK CHOCOLATE

## Moments

IDEAL FOR GIFTING OR SHARING  
ELEGANT APPEALING PACKAGING.  
WHOLE CARAMELIZED NUTS AND BLACK CHERRIES



142/150g

## Bouquet

INDIVIDUALLY WRAPPED PRALINES  
BEAUTIFUL FLOWER PACKAGING  
WHOLE INGREDIENTS INSIDE



120g

220g

155g

## What makes Heidi unique?

PRALINES FOR EVERY OCCASION

The best choice to show appreciation, love or indulge in self-pampering, HEIDI pralines celebrate the simple pleasures in life. Looking beautiful and tasting formidable, each praline brings a moment of togetherness. Consumers can find whole caramelized nuts, black cherries or multi-layered assortments, wrapped in the finest chocolate and packed in premium boxes with high shelf-standout.

## Company facts



25 years of experience in chocolate crafting



400+ highly skilled employees developing, producing and distributing premium chocolate for selected retailers worldwide



Founded by the Swiss family Läderach, renowned producer of premium chocolate and confiserie products



Know-how in certified production of highest quality confiserie products – manual caramelization of whole nuts and diverse range of Florentine assortments



Part of KEX Confectionery S.A. since April 2013



Extensive and diverse product portfolio, across all chocolate categories: tablets, pralines, countlines and seasonal figurines



A global presence – HEIDI products can be found in more than 50 countries on 6 continents



Crafted under the quality supervision of Chocolat Schönenberger AG, Lucerne, part of HEIDI Chocolat Group AG, Switzerland.

## Why Heidi

SWISS HERITAGE AND EXPERTISE

EXTENSIVE PORTFOLIO AND HIGH INNOVATION RATE

DIVERSE SELECTION OF NATURAL INGREDIENTS

HIGHLY SKILLED AND COMMITTED TEAM OF SPECIALISTS

GLOBAL PRESENCE IN PREMIUM CHOCOLATE MARKETS

AVAILABLE IN SELECTED RETAILERS ALL OVER THE WORLD

CUSTOMIZED SOLUTIONS BASED ON FLEXIBLE PRODUCTION



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